

## IMPOWER CONSULTING MEDIA RELEASE

27 January 2020

---

### James Swaffield appointed new Health Director

IMPOWER Consulting is delighted to announce the appointment of James Swaffield as Health Director. James joins IMPOWER from Gate One where he was Government and Public Sector Lead. James will drive IMPOWER's development of innovative solutions in the health and care system, supporting the NHS and local health bodies to deliver better and more sustainable outcomes for patients, practitioners and managers.

James Swaffield, Health Director at IMPOWER, said:

*"I'm delighted to be joining IMPOWER at such a critical time for public services. Improving health and social care outcomes and enabling clients to deliver sustainable change has never been more important. The company's pioneering approach to complexity has proven very effective and I look forward to building on its success."*

Martin Cresswell, Chief Executive of IMPOWER, said:

*"James is a fantastic addition to our consulting team and I know that his expertise and experience will enable our clients to break new ground."*

*"At IMPOWER, we know that public services can only be effective, affordable and sustainable when leaders embrace the challenge of complex systems. Managing the interface between healthcare and local government is vital in improving quality of life and outcomes across public services. It is therefore vital for IMPOWER to expand our health capability in order to help our clients work across system boundaries."*

Although IMPOWER is mostly known for its work in local government, its work and reputation in the health market has steadily grown. Over recent years it has worked with CCGs and a range of providers including GPs and community and acute trusts to manage demand and implement sustainable, preventative models of care.

**(ends)**

*More information on p.2*

## **James Swaffield: bio**

James has over 17 years of experience in consulting across the public sector. Starting his career at CAFCASS (the Children and Family Court Advisory and Support Service) and at Policy Exchange where he worked on policy for urban and infrastructural requirements, James has worked for a range of consultancies, including EY and Tribal.

Most recently, James was Government and Public Sector Lead at Gate One. Specialising in large scale strategy development and delivery, he has worked across commissioners and providers in health, alongside central and local government, and with third sector organisations and those businesses that provide public services.

James is passionate about innovative commissioning and demand management in the NHS, and has worked on multiple whole system change programmes, delivering new demand management tools and approaches and working with international partners such as Johns Hopkins University and McKesson. He also led on a number of the Wave 1 National Diabetes Prevention Programme deployments, setting up pathways to support the early identification and management of those at risk of Type 2 diabetes.

While at EY, he worked to establish an international health practice which transferred best practice from the UK into new health economies such as the Middle East, China and the Americas.

Most recently he was part of the team that first deployed 5G mobile connectivity in the UK on behalf of the Department for Digital, Culture, Media and Sport and has been supporting change programmes across SEND transport pathways.

James will join IMPOWER's senior management team, developing and leading its growth strategy across healthcare.

## **About IMPOWER**

IMPOWER is an award-winning independent consultancy focussed exclusively on improving public services. Since 2000, we have developed innovative solutions with our clients in the local government and health sectors, helping them to deliver better public services that are more effective, more affordable and sustainable.

The key is understanding complex systems. Our unique approach to complexity combines insight, innovation, a discovery mindset and a genuine commitment to finding better outcomes with and for our clients. It is called EDGEWORK®. EDGEWORK enables us and our clients to move beyond the conventional ways of seeing a problem. Using EDGEWORK, we have changed behaviours, shaped public demand and improved outcomes while reducing costs.

Learn more at [impower.co.uk](https://impower.co.uk) and follow us [@iMPowerconsult](https://twitter.com/iMPowerconsult)

Please note that correct typography is 'IMPOWER' not 'Impower'.

## **Media contacts**

Tom Morgan 07932 733 287 [tmorgan@impower.co.uk](mailto:tmorgan@impower.co.uk)